

THE RECRUITMENT RIPPLE EFFECT



1. Name 10 people in your social network that uphold your values and would be a good ambassador for your business

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

2. Ask permission to promote your vacancy to their network

SCRIPT:

Hey Name,

I trust you are well.

Could I ask a personal favour and I'd be totally down to return it anytime!

I'm advertising for a role in my company and it would mean alot to me if I could get your support to help me find the right applicant!

I'll be sending an image and text for you to use, to make it super simple and easy to share on your socials.

If you are up for supporting me, please reply and let me know - if it's not for you, that's completely ok too!

Thanks so much for your help in advance!

NAME

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3. Once granted permission, provide them the ad AND the copy to introduce you to their network.

SCRIPT:

Hi Friends... I rarely promote other people's 'stuff'... but I couldn't NOT share this

My good friend [Your Name Here] has an OUTSTANDING opportunity at [His/Her/Their] Practice/business name and is seeking a new [ROLE].

If you're a [Industry Person] or have a [Industry] spouse OR friend, you'd be CRAZY not to explore this and find out more!

You can find more information by clicking here:

[Your LP / JOB AD link]

4. Get that person to use the referral strategy to introduce and connect you to their referral

<https://www.dropbox.com/scl/fi/7tcfxbq5b61bftalr1jj3/GC-The-Team-Referral-Strategy.pdf?rlkey=tspsxg5dx2doyr6eg0haa9da6&dl=0>